



Town of Stow
PLANNING BOARD

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Stow, Massachusetts 01775
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April 29, 2020
Request for Proposals
Consulting Services
--
For Lower Village Zoning Development

Due Date: May 15, 2020

Due Time: 1:00 p.m.

Town of Stow

380 Great Road
Stow, MA 01775

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April 29, 2020 | Town of Stow Notice of Request for Proposals
Consulting Services for Lower Village Zoning Development

Description: The Town of Stow invites Qualified Proposers to submit proposals for consulting services to complete the work associated with updates to the Stow Zoning Bylaw for the Town's Lower Village Business District. The final product will consist of a Technical Memo and Zoning Strategy Report. The full scope of work is attached herein in Section III.

RFP Packages: RFP Packages will be available beginning **April 29, 2020 at 1:00 PM**. Packages are available via email by contacting planning@stow.ma.gov. Packages are also available for download at <https://www.stow-ma.gov/highway-department/pages/bids-and-proposals>.

Due Date & Time: Proposals are due by **1:00 PM on May 15, 2020**.

Place: RFP's are to be submitted to:
Town of Stow Planning Department
380 Great Road
Stow MA 01775

and in digital format to:

planning@stow-ma.gov

Pre-Proposal Conference: A pre-proposal conference will be held on **May 7th, 2020** at 10:00 AM via Zoom video conference at <https://us04web.zoom.us/j/327513598> and accessed via phone at 1-646-558-8656, with a Meeting ID of 327513598#. The purpose of the conference is to assist prospective Proposers in the interpretation of the RFP, and other technical and contractual matters. This conference is not mandatory.

Questions/RFI's: If you have questions about this RFP or have a request for information or clarification, please contact Town Planner Jesse Steadman at planning@stow-ma.gov. All questions and requests for clarification must be received *in writing* by **12:00 PM on May 11, 2020**. It is anticipated that a compilation of all questions and responses will be distributed via email to prospective Proposers by **12:00 PM on May 13, 2020**.

Contract Info: The Town of Stow will negotiate an industry standard contract with the successful proposer. Any contract issued in response to a successful proposal must be approved by the Town's Chief Procurement Officer.

Project Period: The Town endeavors to expedite all contracts within a timely fashion. Typically a contract will be awarded within sixty (60) days of the proposal opening if not sooner, and services under the contract will commence immediately thereafter. The Town, at its sole election, may renew this contract for two additional one-year terms.

Section I – RFP Process Timeline

April 29, 2020	RFP legal notice appears in the <i>Stow Independent</i> .
April 29, 2020	RFP available at 10:00 AM
May 7, 2020	Pre-proposal conference at 10:00 AM.
May 11, 2020	Last day to submit questions or requests for clarification. All questions must be submitted in writing via email to planning@stow-ma.gov by 12:00 PM.
May 13, 2020	Compilation of all questions and responses will be distributed via email to prospective Proposers
May 13, 2020	Last Addendum issued
<u>May 15, 2020</u>	Proposal due date. Deadline for proposals is 1:00 PM EST.
May 18 – May 22 , 2020	Planning Board and Staff review proposals and select most highly advantageous proposal; commences interview of Proposer providing most advantageous proposal as necessary.
On or Before June 8, 2020	Notification of Award
May – June 2020 (Exact date TBD)	Project kick-off meeting with Planning Board.

Proposals will be accepted at the Stow Planning Department until 1:00 p.m. on May 15, 2020.

All proposals shall be delivered to the Town of Stow Planning Department Office, 380 Great Road, Stow, MA 01775, and shall be clearly marked “Consulting Services for Lower Village Zoning Development” on the front of a sealed envelope or package.

SECTION II. PROJECT DESCRIPTION

The Town of Stow seeks a qualified consulting firm to provide Zoning Bylaw recommendations and draft language for the Lower Village Business District. The work is expected to be presented for approval at a 2021 Town Meeting in Stow.

The Town of Stow is a rural suburban community approximately 30 miles from Boston, with a population of nearly 7000. Stow is increasingly utilized as a regional destination for recreation and tourism, with numerous conservation areas, farms, and golf courses, as well as the recently completed Assabet River Rail Trail extension, which terminates within walking distance of Lower Village, the Town’s primary Business District. The Lower Village Business District is a historic gateway district situated along state numbered Route 117, which serves as an arterial route for regional traffic to and from Interstate 495 and Route 128. It is the most densely settled village along Route 117 between Interstates 95 and 495, and serves as Stow’s primary Business District. Lower Village includes all parcels within the Business District, and includes several residential parcels, along Route 117 (Great Road) roughly between Bradley Lane and White Pond Road.

Stow’s agrarian past and rural landscapes contribute to the Town’s communal sense of identity. The Town’s 2010 Master Plan Update identifies a core value as “a sense of community consistent with its rural character.” Resident participation in Planning Board’s Lower Village revitalization effort has consistently echoed this narrative. The Lower Village Revitalization Subcommittee of the Stow Planning Board recently submitted their final report and zoning recommendations to the Planning Board. To frame their approach, the Subcommittee analyzed over a decade of public comment and planning, providing an updated vision for Lower Village:

Lower Village will be an attractive gateway to Stow, developed in the tradition of a New England village, where residents and visitors can safely and conveniently live, work, shop, dine and recreate. As the primary gateway into town, Lower Village will project the history and character of Stow through the architectural compatibility of its buildings and streetscape, providing residents and visitors with a defined sense of place. Lower Village will be a place to meet and connect, with civic spaces for gathering, and wayfinding to attractions, including farms, orchards, conservation areas and the Assabet River Rail Trail. Businesses will thrive in Stow’s revitalized hub, attracting people of all ages to services, shopping and entertainment opportunities accessible by all modes of transportation.

SECTION III. SCOPE OF SERVICES

The Lower Village Revitalization Subcommittee’s Final Report recommends updating the Zoning Bylaw to allow for creative site planning and encouragement of design consistent with a pedestrian-oriented Traditional New England village center. The Consultant’s tasks will be to build upon the Planning Board and Revitalization Subcommittee’s work by assessing the structure of the Town’s draft zoning bylaw and

recommending specific technical bylaw language regarding performance, design and dimensional standards for inclusion.

Task 1. Data Review and Project Kickoff

- a. Review applicable documents and data sets, including but not limited to the Planning Board's *Draft Zoning Bylaw Update*, dated March 30, 2020, the *Lower Village Revitalization Subcommittee Final Report*, *Lower Village Business District Assessment and Market Analysis* and *Lower Village Visual Preference Survey Results*;
- b. Conduct a kick-off meeting/site visit with Planning Department Staff and/or Members of the Planning Board, Economic Development and Industrial Commission and Lower Village Revitalization Subcommittee;
- c. Discuss and refine project approach/scope in detail;
- d. Share contacts and coordinate efforts for outreach strategy.

Deliverables: Participation at kickoff meeting.

Task 2. Assessment of Draft Zoning Bylaw Structure of Planning Board

Consultant will review the Draft Lower Village Business District Zoning Bylaw (Exhibit A) in preparation of a Technical Memo that includes recommendations and considerations regarding the Bylaw's structure, sequence and functionality. Technical Memo will include but not be limited to:

- a. Guidance regarding the administrative structure proposed by Planning Board as it relates to creating a clear and defensible approach to permitting;
- b. Recommendation on overlay vs. base zoning change approach
 - Guidance on limiting the number of non-conformities created through base district zoning changes;
- c. Recommendations on the regulatory process for administering future Design Guidelines:
 - Recommendation on formation, composition and function of a separate design review committee as well as its placement within the Zoning Bylaw structure.
 - Consideration as to whether design review process is incorporated into the Special Permit process or part of a separate design review process.
- d. Review and identification of other bylaw sections or Town regulations that may inhibit the Board's successful administration of the proposed bylaw update.

Deliverables: Technical Assessment Memo addressing items a – e.

Conference call with Staff to discuss findings and incorporate Planning Board feedback.
Presentation of findings and recommended strategies for Zoning Bylaw updates at Public Meeting. Meeting will allow for further feedback and input prior to development of Zoning Strategy Report.

Task 3. Zoning Strategy Report

The Consultant will prepare a Zoning Strategy Report identifying specific performance, design and dimensional standards to be included in the Planning Board's Draft Lower Village Business District Zoning Bylaw (Exhibit A). The Consultant will review the Planning Board's Draft Lower Village Business District Bylaw to provide, at a minimum, the following guidance and recommendations:

- a. Recommended language regarding relevant definitions to add to Section 1.3 of the Stow Zoning Bylaw;

- b. Strategies and recommended language that specifically addresses the maximum intensity of mixed use residential forms. Regulatory options may include:
 - Maximum % of building gross floor area
 - Maximum % of total Site area
 - Limitations on # bedrooms
 - Limits on number of units per acre
 - Limits on floor area of individual units
 - Locational standards, including no first floor dwelling units or allowing first floor for structures behind the initial street fronting buildings.
- c. Recommended language for the regulations of signs in the Business District that is aligned with recent federal case law and balances the functional speed classifications of Route 117 in Lower Village (30mph), with the proposed pedestrian scale of expected future uses.
- d. Consultant will review allowed uses in the current Business District and provide recommendations as to further specificity, including zoning language for the incorporation of mixed use development;
- e. Consultant will provide recommendation on design standards, including landscaping requirements, parking maximums/shared parking regulations, open space requirements, outdoor seating, sidewalk design, design of access drives and driveway standards, off-street loading requirements, orientation of buildings to streets and driveways, sign standards;
- f. The Consultant will provide language regarding standards for the width and depth of ground floor uses to incentive uses that can activate the pedestrian level streetscape.
- g. Consultant will provide the Board with guidance and language as necessary, regarding whether parcel level dimensional requirements should be utilized.
 - Should dimensional requirements for setbacks, frontage and other requirements depend upon the building typology?
 - Could the lack of a frontage requirement create issues in endorsing Approval Not Required Plans?
- h. Consultant will provide guidance regarding the use of setback standards to balance the goal of creating interesting, active, multi-modal spaces, with the car dominated environment of Route 117. Specifically, the Consultant will provide guidance to the Planning Board regarding the effectiveness of setback minimums, maximums or ranges for the purpose of:
 - Disincentivizing unusable and inactive spaces along the frontage of Route 117, such as wide lawns with little incentive for pedestrian interest.
 - Allowing for buildings to be oriented to inner access drives, in addition to the 117 streetscape, for the purpose of allowing a developer to provide the appearance of on-street parking or streetside retail even though the building is oriented toward a private access drive.
- i. Consultant will provide guidance and recommended language regarding how the Bylaw can incorporate requirements for different types of public/civic spaces;
- j. Consultant will provide recommendation and draft language as necessary regarding how to incentivize orientation of structures to Route 117, as well as interior driveways and access streets.

This may include but not be limited to requiring a certain percentage of a parcel's frontage to contain structures.

- k. Consultant will provide recommendation on language regarding building entrance design, including but not limited to the use of larger front doors, certain signage guidelines, canopies, awnings, windows, etc.
- l. The Planning Board's current FAR is .3 in the Business District. The Consultant shall provide recommended language for limiting intensity of use, including but not limited to the use of maximum coverage limits or by setting other form based standards and requirements for public space, parking, height and stormwater management techniques to guide the maximum coverage to align with goals of the Lower Village Revitalization Subcommittee Final Report.
- m. Consultant will provide recommended language governing mixed-use standards, including but not limited to maximum number of units per acre, restrictions on ground level housing, shared parking and others as needed;
- n. Consultant will provide the Board with updated parking requirements to amend Section 7 of the Zoning Bylaw for the benefit of the LVBD.
- o. Consultant will provide guidance to the Board regarding which aspects of parking area design and landscaping standards should reside within the bylaw or within design guidelines. The consultant will further review the Town of Stow's standards for parking stall dimensions to ensure applicability to current industry standards.
- p. Consultant will provide guidance on a table of street design standards to guide development types in the Lower Village Business District. Standards should include but not be limited to:
 - access, driveway and street widths,
 - bicycle accommodation standards
 - sidewalk, walkway and path standards
 - Reference to parking design to show on-street or on-access parking standards, as well as adjacent planting strips and buffers.
 - Street tree requirements
- q. Consultant will provide guidance on how to incorporate LID requirements and design examples within the Bylaw.
- r. Consultant will provide other considerations and recommendations as needed to advance the goals of the Planning Board's bylaw update.

Deliverables: Zoning Strategy Report submitted to Planning Board

Meeting with Planning Board to discuss findings/recommendations and incorporate feedback.

C. Project Assumptions

1. The Planning Board, through its staff in the Planning Department, will lead the project for the Town of Stow. All contact between the consultant and the Town will be through the Planning Department office, with the Town Planner as the project lead. The Planning Department will assist the consultant in coordinating public meetings, identifying stakeholders, as well as collecting and preparing documents and data for the consultant's review.

2. Three core groups will be invited to the Public Meeting presentation of initial findings and recommendations, including the Planning Board, the Lower Village Revitalization Subcommittee of the Planning Board and the Economic Development and Industrial Commission.
3. The Town of Stow will be responsible for printing of maps, graphic displays, meeting flyers, abutter letters and other presentation materials that can be completed with the Town's large format printer/plotter. Materials submitted to the Town, including final report documents and other corresponding information meant for consumption by the Planning Board will be the responsibility of the Consultant.
4. Project recommendations are anticipated to align in perspective and general direction with the Town of Stow Master Plan, Lower Village Business District Assessment and Market Analysis and Lower Village Revitalization Subcommittee Final Report. Where the Consultant's expertise differs in approach or substance from the recommendations or direction provided in the above noted reports, the Consultant is expected to make note of the deviation and provide professional information to identify the conflicting rationale or conclusion.

SECTION IV. MINIMUM QUALIFICATIONS/EXPECTATIONS

Minimum Qualifications:

To be considered, firms must meet the following minimum criteria:

1. A qualified consulting or planning firm with extensive knowledge and experience with towns in Massachusetts
2. Minimum 3 references of successful completion of project of similar scope and service, completed within the last five years

SECTION V. PROPOSAL SUBMISSION REQUIREMENTS

One (1) original bound copy and one (1) digital copy of the Proposal marked "Proposal - Consulting Services for Lower Village Zoning Development" must be received per the time frame outlined in Section I. It is the sole responsibility of the proposer to insure that the Proposal arrives on time and at the designated place.

Within the technical portion and price portion of the proposal, please supply each of the following items and clearly structure and label the Proposal:

Technical Portion

1. Cover letter with response, acknowledging addenda, if any, which includes a statement that the Proposal is in accordance with this Request for Proposal, and that the Proposer understands all sections and provisions therein. Any exceptions must be clearly stated.
2. A narrative describing the proposer's understanding and approach toward completing the scope of work outlined in the Scope of Services as defined in this document, including overall methodology.
3. A Basic Scope of Services itemizing and detailing the tasks to be performed and deliverables associated with the proposer's scope shall be provided.
4. A schedule of Services.
5. The identification of any and all sub-consultants and/or subcontractors who will work with the Proposer.
6. Certificates of insurance.

Price Portion

1. Consultant shall provide the Town with a lump sum fee itemized to correspond to each Task 1 – 3.

2. Rates for individuals or positions. Ranges for positions are acceptable.

Required Forms

Quotes shall include completion of the following forms (attached to Request for Proposal):

1. Certificate of Non-Collusion
2. Fee Proposal
3. Statement of Tax Compliance

SECTION VI. AMENDMENTS

If any changes are made to this Request for Proposal, an addendum will be issued. Addenda will be emailed or faxed to firms invited to propose.

The Town may cancel this Request for Proposal, or reject in whole or in part any and all quotes, if the Town determines that cancellation or rejection serves the best interests of the Town.

SECTION VII. AWARD and CONTRACT:

The Town anticipates awarding the contract to the responsive and responsible Proposer offering the lowest price for all required services. If necessary, in order to distinguish the qualifications and clarifications between finalists, firms may be invited to make a presentation before the Planning Board.

The Town of Stow reserves the right to amend the scope of services to fit within the Planning Board's current budget allocation.

The Town of Stow reserves the right to reject any Proposal or to waive any informality in the process if it is in the best interest of the Town.

The project and services provided by the successful candidate will comply with all Stow and Commonwealth of Massachusetts standards and codes, and with MGL Chapter 30.

All proposal prices submitted in response to this Request for Proposal shall remain firm for ninety (90) days following the quote opening.

If, at the time of the scheduled quote opening, Town Building is closed due to unforeseen events, the quote opening will be postponed until 12 noon on the next business day.

SECTION VIII. CONTACT INFORMATION

Please contact the Town of Stow for clarification of this Request for Quote, and direct all inquiries regarding the Request for Quote to:

Jesse Steadman – Town Planner
Stow Planning Department
Stow, MA 01775
978-897-8071
978-897-5682 (Fax)
planning@stow-ma.gov

The Town of Stow is an equal opportunity employer.

Town of Stow

STATEMENT OF TAX COMPLIANCE

Pursuant to M.G.L. c.62C, S.49A, I certify under the penalties of perjury that, to the best of my knowledge and belief, I am in compliance with all the laws of the Commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

NAME OF PROPOSER(S):

SIGNATURE(S):

PRINTED NAME(S):

NAME OF BUSINESS:

ADDRESS:

SOCIAL SECURITY NUMBER(S) OR FEDERAL ID NUMBER: _____

Town of Stow

CERTIFICATE OF NON-COLLUSION

The undersigned certifies under the penalties of perjury that this quote has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, club, or other organization, entity, or group of individuals.

(Signature of individual submitting Quote)

Town of Stow

PRICE Quote

This form shall be used by the Contractor as their Price Quote, for the purposes of compliance with Chapter 30B of the Massachusetts General Laws. Contractors must fill out this form for each year of the contract in its entirety and submit it in a separate envelope as their Price Quote.

Quote Price for Entire Project (in numbers): \$_____

Quote Price for Entire Project (in words):

The undersigned agrees to provide the Town of Stow with the entire services as detailed in the above defined Request for Quote at the price stated above:

Company: _____

Authorized Signature: _____

Name and Title: _____

Date: _____

Phone Number: _____

Email: _____

Company Address:
